

Abstract of the Disclosure

An advertisement system includes a portable communication terminal, terminal management device, and advertisement broadcast device. The portable communication terminal can display an advertisement on a standby screen. The terminal management device has a notification unit, registration unit, and display control unit. When a registration request for first information representing that the portable communication terminal is an advertisement display terminal and second information representing an advertisement broadcaster designated by the portable communication terminal is issued, the notification unit notifies the advertisement broadcast device of the registration request including the first information in accordance with the second information. When the advertisement broadcast device sends registration acceptance, the registration unit registers the first information and second information. When advertisement data is received from the advertisement broadcast device, the display control unit transmits the received advertisement data to the portable communication terminal, and displays the advertisement data on the standby screen of the portable communication terminal. An advertisement display method is also disclosed.